



Tuesday, May 22, 2001
Federal Trade Commission
Washington, DC 20580

SPEAKERS AND PANELISTS

Craig Andrews _____

Dr. Craig Andrews is a Professor of Marketing at Marquette University and holds the Charles H. Kellstadt Chair in Marketing. He is the current editor of the American Marketing Association's *Journal of Public Policy & Marketing* and a past chair of its Marketing & Society special interest group. From 1992 to 1993, Dr. Andrews served as an in-house consumer research specialist with the Federal Trade Commission. Since then, he has been a consultant with the FTC, FDA, and several state attorney general offices. Dr. Andrews also has written extensively on warnings and disclosures, consumer protection issues, nutrition labeling and claims, and cross-culture advertising topics. His work can be found in the *Journal of Marketing*, *Journal of Advertising*, and *Journal of Retailing*. He received his M.B.A. and Ph.D. from the University of South Carolina.

Darren A. Bowie _____

Darren Bowie is an Assistant Director of the Division of Advertising Practices in the Federal Trade Commission's Bureau of Consumer Protection. Since joining the Commission as a staff attorney in 1992, Mr. Bowie has litigated several cases in federal district court challenging the deceptive advertising of a variety of products and services. From 1997 to 1999 he prosecuted criminal telemarketing fraud cases as a Special Assistant U.S. Attorney. He received the FTC's Louis D. Brandeis Outstanding Litigator Award in October 1999. Mr. Bowie graduated from the College of William in Mary and the University of Pennsylvania Law School, where he was an editor of the *Journal of International Business Law*.

Sally L. Davis _____

Sally Davis heads the group of advertising attorneys for True North Communications, Inc., a Chicago-based holding company for advertising, direct marketing, promotions, public relations and media agencies. She advises clients on the business and creative aspects of producing and placing advertising and marketing materials in traditional and new media. She is a regular writer and speaker on advertising law topics, and most recently was the Co-Chair of the Seventh Annual Aggressive Advertising and the Law Forum in New York City. Prior to joining True North in 1999, Ms. Davis was an attorney with Hall Dickler Kent Friedman & Wood, L.L.P. in New York. A 1991 graduate of Boston University School of Law, she clerked for the Honorable Pierce Lively, United States Court of Appeals for the Sixth Circuit.

Harvey C. Dzodin

Harvey Cary Dzodin has been a Vice President at ABC since August 1987. Since joining the company in 1982, has been responsible for ensuring truth-in-advertising for all commercials broadcast on the network, resolving disputes between advertisers, and collaborating with non-profit and governmental organizations in the review and scheduling of public service announcements. Prior to joining ABC, Mr. Dzodin was a consultant to several organizations in the areas of family policy, education, and the media, including the United Nations International Narcotics Control Board in Vienna, Austria. He was Counsel to President Carter's White House Conference on Families, an attorney with the FTC, and a Legislative Assistant in the United States Congress. He has been elected to *Who's Who in America* and the Advertising Council has awarded him its Silver Bell for distinguished public service. Mr. Dzodin graduated from the Honors College at Michigan State University and Harvard Law School, and received an LL.M. from the London School of Economics.

Jeffrey S. Edelstein

Jeffrey Edelstein is a partner in the law firm of Hall Dickler Kent Goldstein & Wood, L.L.P., where he specializes in advertising and marketing law. He has extensive experience in reviewing advertising for legal acceptability on behalf of advertising agencies and advertisers; obtaining network and other media clearance; representing clients in false advertising challenges before the NAD and National Advertising Review Board; and handling matters before the FTC. Upon graduation from law school, he served in the General Counsel's Office of the FTC and as Attorney-Advisor to Commissioner Elizabeth Dole. In 1979 he became Director of Broadcast Standards and Practices of ABC. He is also a member of the Legal Affairs Committee of the American Advertising Federation. Mr. Edelstein received his law degree from Harvard Law School and his undergraduate degree from the University of California at Berkeley.

Lesley Fair

Lesley Fair is a senior attorney with the FTC's Division of Advertising Practices. She has represented the Commission in numerous cases alleging violations of truth-in-advertising laws and received the Paul Rand Dixon Award for her contribution to law enforcement. She also is the recipient of the FTC's Award for Outstanding Scholarship. Before joining the FTC in 1987, Ms. Fair served as law clerk to the Honorable Fred Shannon, United States District Judge for the Western District of Texas, the United States Court of Appeals for the Fifth Circuit. On the adjunct faculty of the Catholic University Law School since 1984, Ms. Fair holds the title of Distinguished Lecturer. She is a graduate of the University of Notre Dame and the University of Texas Law School.

Annie Finnegan

Annie Finnegan is an Associate Director at Arnold Worldwide, where she works on the Truth anti-tobacco campaign. Previously, she worked in Atlanta at Cole, Henderson, Drake; Ogilvy & Mather; and Tausche Martin Lonsdorf, and taught guerilla advertising at the Creative Circus. Ms. Finnegan's work has been recognized by The One Show, The Addies, Art Director's Annual, and The Effies.

Linda A. Goldstein

Linda Goldstein is the partner-in-charge of Hall Dickler Kent Goldstein & Wood, L.L.P.'s Advertising, Marketing and Media Department. A significant portion of her practice involves advising clients faced with administrative, legislative and regulatory challenges by a state or group of states, negotiating settlements between clients and the offices of state attorneys general on various marketing issues, and assisting industry groups in securing favorable legislative and regulatory challenges. She has testified before Congressional committees on direct marketing issues and participated in FTC hearings on the role of government in regulating cyberspace. Ms. Goldstein is a member of the Board of Directors of the Electronic Retailing Association and is Chair Emeritus and head of the Government and Legal Affairs Committee of the Promotion Marketing Association. She received her law degree from New York University Law School.

Susan Grant

Susan Grant is Vice President for Public Policy of the National Consumers League, where she works on privacy, telecommunications, electronic commerce, and financial services issues. She also oversees NCL's National Fraud Information Center and Internet Fraud Watch programs. In addition, she coordinates the Alliance Against Fraud in Telemarketing and Electronic Commerce, a coalition of government agencies, consumer organizations, trade groups, and companies that works to educate the public about consumers' rights and how to shop safely by telephone and online. She began her career in consumer protection in the Northwestern Massachusetts District Attorney's Office, where she worked for seventeen years as an investigator and Director of the Consumer Protection Division.

James Guthrie

James Guthrie is President of the National Advertising Review Council. NARC's mission is to foster truth and accuracy in national advertising through voluntary self-regulation. NARC establishes policies and procedures for the National Advertising Division, the Children's Advertising Review Unit, and the National Advertising Review Board. Prior to joining NARC, Mr. Guthrie was Executive Vice President of the Magazine Publishers of America, where he handled issues dealing with marketing promotion. Most recently he served as Vice President for Marketing Promotion at Primedia's Channel One, the television news network broadcast into more than 12,000 schools nationwide. Mr. Guthrie also was Executive Vice President for Marketing and Sales at Peterson Publishing until the company was acquired by EMAP in 1999.

Richard H. Kolbe

Dr. Richard Kolbe is an Associate Professor in the Marketing Department at Kent State University. He teaches Marketing Theory at the doctoral level and Marketing Policies and Strategies and Marketing Research at the undergraduate level. Dr. Kolbe's research involves issues related to fan loyalty in professional sports, fine print in television advertising, children and advertising, and the use of content analysis data collection methods. His publications have appeared in the *Journal of Consumer Research*, *Journal of Advertising*, and *Journal of Current Issues and Research in Advertising*. He is a member of the Editorial Review Board of the *Journal of Advertising* and the *Journal of Current Issues and Research in Advertising*. He also has twice received the reviewer of the year award from the *Journal of Advertising*. Dr. Kolbe received his Ph.D. from the University of Cincinnati.

Andrea C. Levine

Andrea Levine is Director of the National Advertising Division, the advertising industry's forum for voluntary self-regulation of national advertising. Over the course of her legal career, Ms. Levine has handled a wide range of advertising challenges including drafting a comprehensive blueprint for truthful and accurate airline advertising; formulating (at the request of the industry) advertising guidelines for car rentals; analyzing and evaluating environmental marketing claims; and handling product safety issues particularly as they pertain to toys and other products intended for use by children. During the ten years that she served as an Assistant Attorney General for the State of New York, Ms. Levine had an opportunity to work closely with the FTC, state attorneys general nationwide, FDA, EPA, and CPSC. Before joining NAD, Ms. Levine was special counsel to the Ryan Community Health Network, a non-profit managed care company. She received her B.A. from New York University and her J.D. from Brooklyn Law School.

Peter C. Marinello

Peter Marinello is an Associate Director at the National Advertising Division of the Council of Better Business Bureaus, and has been with NAD since 1993. He has argued numerous cases of diverse subject matters, including issues involving nuclear energy and on-line marketing for both legal and advertising industries, and has spoken on behalf of the NAD at trade conferences and workshop seminars. Prior to joining NAD, Peter practiced law for six years at a general litigation firm and specialized in the drafting and negotiation of residential and commercial contracts. Peter also brings an extensive communications background to NAD, having assisted in the production of television broadcasts for the USA Cable Network and NBC Sports where he worked with on-air talent and helped to coordinate the scheduling of program sponsors. Mr. Marinello is a graduate of St. John's University School of Law.

Michael B. Mazis

Dr. Michael Mazis is a Professor of Marketing at American University's Kogod School of Business. He has been a faculty member at American University for twenty years, serving ten years as chair of the Marketing Department. He has taught courses in consumer behavior, marketing research, marketing principles, and Internet marketing. He was editor of the *Journal of Public Policy & Marketing* from 1992 to 1995 and he is currently Associate Editor of the *Journal of Consumer Affairs*. He served as the FTC's principle marketing witness in FTC v. Novartis (Doan's) and FTC v. Trans Union. In addition, he has served as a consultant on advertising issues and consumer surveys for the FDA, CPSC, Department of Justice, and the State of California. He also has served as an expert witness for Johnson & Johnson, MCI, Sealy, Abbott Laboratories, and Clorox. Dr. Mazis received his B.S. in Economics from the University of Pennsylvania, his M.B.A. from New York University, and his Ph.D. in Business Administration from Pennsylvania State University.

Ty Montague

Ty Montague is Creative Director of Wieden + Kennedy. He was formerly Creative Director at Bartle Bogle Hegarty/ New York, where he helped establish BBH's New York shop and built the current client roster, which includes Bolt, Reebok Classic, Johnny Walker and several Unilever assignments. Throughout his career, Mr. Montague's work has received many creative accolades from the One Show, Cannes, Communication Arts, and the Clios. He has a formidable track record at celebrated agencies including Scali McCabe Sloves, TBWA Chiat/Day, and Goldsmith/Jeffrey. In his fifteen-year career, Mr. Montague has created campaigns for national clients such as Reebok, Mercedes Benz, Coca-Cola, Volvo, Everlast, MTV, and others. In 1994, he started his own creative consultancy firm, Montague &, where he spent four years as a freelance consultant working on projects for Wieden + Kennedy, Fallon McElligott Berlin, Hal Riney, and Ammirati Puris Lintas, among others.

Louis A. Morris

Dr. Louis Morris is President of Louis A. Morris & Associates, Inc. In this position, he provides research, consulting, training, and project services. He works on a variety of issues, including patient information and compliance, prescription-to-over-the-counter switches, advertising regulation, risk management, health policy, and communications research. Prior to his current position, Dr. Morris served as Senior Vice President at SCP Communications and was at the FDA for twenty-three years. He has served as an expert consultant to the FTC, the President's Bioethics Commission, Harvard University's Center for Risk Analysis, FDA, and numerous pharmaceutical and communication companies. He also has served as a Scholar-in-Residence at the American University's Department of Marketing, as well as on the faculty at Johns Hopkins University, George Washington University, and Georgetown University. Dr. Morris earned his doctoral degree in psychology from Tulane University.

Keith B. Murray

Dr. Keith Murray is a consumer psychology and marketing professor on the faculty of Bryant College. His professional interests include the effects of promotion and advertising on the buying decision process. Dr. Murray is currently working on several research projects, including one which examines the prevalence of affirmative disclosure in major broadcast media and markets. He has published widely in professional journals on marketing and management topics, including the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Public Policy and Marketing*, and the *Academy of Management Review*. Dr. Murray holds a B.A. in psychology from Columbia Union College in Maryland, an M.A. in psychology from Pepperdine University, an M.B.A. from Boston University, and a Ph.D. in Business Administration from Arizona State University.

Judith L. Oldham

Judith Oldham has practiced law since 1981 at Collier Shannon Scott, PLLC, where she has been a partner since 1988. She concentrates her practice in advertising and consumer protection issues before the FTC, as well as consumer product safety issues before the CPSC. Her practice also includes representation of advertisers before the NAD, the National Advertising Review Board, state attorneys general, and in private litigation under Section 43(a) of the Lanham Act. She had handled numerous FTC investigations of national advertising involving food, over-the-counter drugs, nutritional supplements, and other products. Before joining Collier Shannon, Ms. Oldham was legal assistant to FTC Commissioner Robert Pitofsky. She also was the manager of the Georgetown University Law Center's Children and Advertising Seminar Program. Ms. Oldham is a graduate of the University of Michigan and Georgetown University Law Center.

C. Lee Peeler

Lee Peeler has directed the FTC's Division of Advertising Practices since 1985. The Division is responsible for the development of agency policy with regard to national advertising. It has prepared guidance and prosecuted cases involving advertising for foods, over-the-counter drugs, dietary supplements, alcohol, and tobacco. The Division also has played a critical role in the development of Internet advertising policy. Mr. Peeler joined the FTC as a staff attorney in 1973. During his career, he has held a number of management positions in the Bureau of Consumer Protection and has spoken and lectured widely on issues of truth in advertising. Mr. Peeler received a B.A. and J.D. from Georgetown University.

Sue Richmond

Sue Richmond is the Vice President, Management Supervisor, at Arnold Worldwide. Her primary responsibility is helping to guide the strategic direction and communication materials behind the launch and ongoing marketing efforts of Truth, the nation's largest youth anti-tobacco brand. She has managed the agency team responsible for creating a fully integrated award-winning marketing campaign designed to spur youth activism and reduce smoking prevalence among teens. Prior to joining Arnold, she spent her career in advertising in New York, supporting and building through innovative marketing solutions other youth brands such as Mountain Dew, Pringles, and Pizza Hut. Ms. Richmond graduated from Dartmouth with a B.A. in Psychology.

Bennett Rushkoff

Bennett Rushkoff is Senior Counsel in charge of consumer, antitrust, and related regulatory enforcement in the District of Columbia's Office of the Corporation Counsel. Previously he served as a staff attorney in the FTC's Bureau of Consumer Protection, Special Chief Counsel (Consumer/Antitrust) for the Attorney General of Missouri, and Special Assistant to the Attorney General of Maryland. Since 1994, he has participated in numerous multi-state attorney general investigations of alleged violations of state consumer protection and antitrust laws. From 1987 to 1990, he was an associate specializing in litigation, consumer protection, and antitrust in the Washington office of Sutherland, Asbill & Brennan. Mr. Rushkoff is a graduate of Princeton University and Yale Law School.

Andrew Sacks

Andrew Sacks is Legal Director for Marketing and Advertising at Dell Computer Corporation, where he oversees the company's program for legal review of advertising and marketing materials. Before joining Dell in 1999, Mr Sacks was Advertising Counsel at Ameritech Corporation in Chicago. He was in private practice in Washington from 1984 to 1996 and began his legal career as an attorney in the FTC's Division of Advertising Practices. Mr. Sacks holds a J.D. from the University of Michigan Law School and an L.L.M. from Georgetown University Law Center.

Randall Satterfield

Randall Satterfield is Assistant Director for Consumer and Business Education in the FTC's Bureau of Consumer Protection. Since joining the FTC in 1997, Mr. Satterfield has been responsible for developing many national campaigns, including efforts focusing on children's online privacy, safe shopping online, and Internet auction fraud. He has served on the steering committees for a variety of national anti-fraud education initiatives. Before joining the FTC, Mr. Satterfield worked in advertising, public relations, and political consulting.

Matthew Seiler

Matthew Seiler is General Manager of Wieden + Kennedy. Previously he was Executive Vice President/Director of Strategic Services and a board member at BBDO/New York. He began his tenure there in 1997 as an Executive Vice President/Senior Account Director responsible for the \$300 million global Frito-Lay assignment. In 1996, Mr. Seiler spent a year at Anderson & Lembke/San Francisco as the Director of Client Services. From 1993 to 1996, he was an Account Director at Goodby, Silverstein & Partners/San Francisco responsible for Isuzu, Alaska Airlines, Pizza Hut, Specialized Bicycle Components, and Foster Farms Fresh Chicken. In 1990, he joined Ammirati & Puris/New York as Vice President/Management Supervisor responsible for the BMW account. In 1984, Seiler began his advertising career at Benton & Bowles/ New York. Three years later he joined Ogilvy & Mather/ New York.

Chrysse Spathas

Chrysse Spathas is an Associate Director at the National Advertising Division of the Council of Better Business Bureaus, which she joined in 1992 as an Advertising Review Specialist. Since then, she has handled numerous cases in a variety of product categories with a primary focus on consumer goods, cosmetics, dietary supplements/nutritional foods, and over-the-counter and prescription drugs. She also addresses issues involving claim substantiation in speaking engagements before trade associations and advertising agencies. Ms. Spathas is a registered pharmacist and has held a number of positions in pharmacy practice, particularly in community and hospital pharmacy services at Mount Sinai Hospital of Queens. Prior to joining NAD, she spent two years working in the Litigation Department of American Home Products Corporation, where she dealt with issues such as product liability, regulatory affairs and employment law. Ms. Spathas earned her law degree from Brooklyn Law School and a B.S. in Pharmacy from Long Island University's Arnold & Marie Schwartz College of Pharmacy.

Ronald R. Urbach

Ronald Urbach is a Partner with the law firm of Davis & Gilbert, L.L.P. in New York City. He and the firm are actively involved in advertising, promotion, marketing, direct marketing, and new media industries. He represents agencies and well as promoters, marketers and advertisers of these services. Mr. Urbach has chaired the Annual Promotion Marketing Association Law Conference and numerous other conferences on advertising and marketing law, intellectual property, and new media. He also has been on the PMA's Legal Affairs and Law Conference Committees and on the Legal Affairs Committee of the American Association of Advertising Agencies. He represents the Interactive Advertising Bureau and is similarly involved in other trade associations for the advertising, marketing, and direct marketing industries and new media. Mr. Urbach is a graduate of Clark University and Washington University Law School in St. Louis.

Angela Washelesky

Angela Washelesky joined the Chicago law firm of Sachnoff & Weaver in July 2000, practicing in its Intellectual Property, Internet and Technology group. She provides advertising law, trade practice, intellectual property, privacy, and E-commerce counsel to clients such as Whirlpool, Dell, Homelife and United Airlines, as well as many smaller, mostly technology-based companies. Prior to joining Sachnoff & Weaver, she spent three years as Senior Counsel in the Marketing Practices Section of the Sears, Roebuck and Co. Law Department, where she oversaw the negotiation of contracts for corporate sponsorships and event marketing and contracts related to the company's relationships with ad agencies and public relations firms. Prior to joining Sears, Ms. Washelesky spent ten years at the advertising agency of Leo Burnett in Chicago, where she handled issues relating to the advertising production and related contracts for Proctor & Gamble, United Airlines, Reebok, Maytag and Sealy. She is a graduate of DePaul College of Law.